

Hillel
International

Learning and Planning Overview

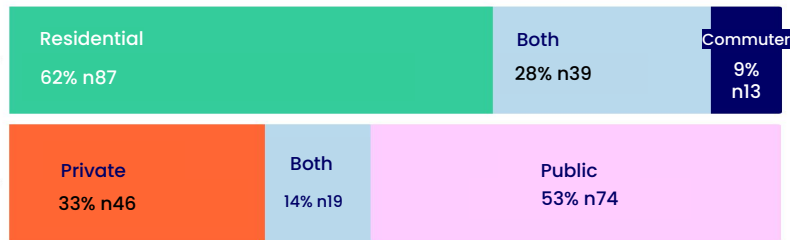
- The **third annual movement-wide survey** launched to Field and SIC professionals in mid June and collected response data over a period of two weeks. Since 2023, over 1,000 Field Professionals have shared input and feedback through the Learning and Planning survey.
- The survey invited professionals to share **priorities, perspectives, and feedback**, reflecting on the past year and, looking ahead to the next. In particular, the survey explored field **satisfaction across current supports and resources** and **anticipated areas of focus**.
- This years survey yielded responses from **131 SIC Professionals** and **359 Field Professionals** across **140 unique Hillels** in North America.

Field Response Overview

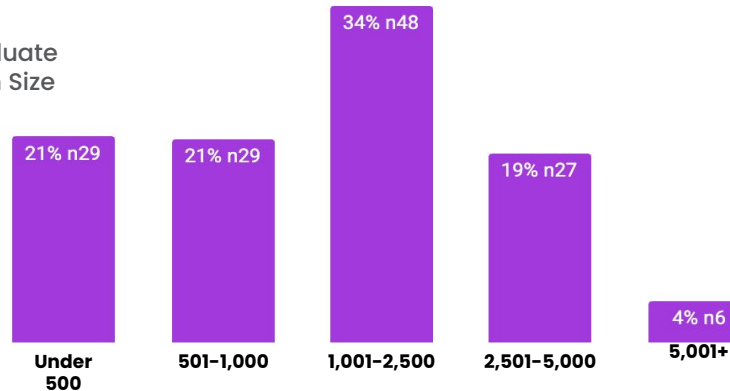
Total Field Survey Responses: **359**

Unique Hillels: **140**

Campus Types



Jewish Undergraduate Population Size



Audience Cohort	n	% of Total Survey Responses
Executive/Director (ED)	97	27%
Assistant/Associate Director (AD)	38	11%
Development	38	11%
Jewish Education	24	7%
Israel Focused	19	5%
Student Facing	86	24%
Operations	51	14%
Campus Impact Advisors	6	2%
TOTAL	359	

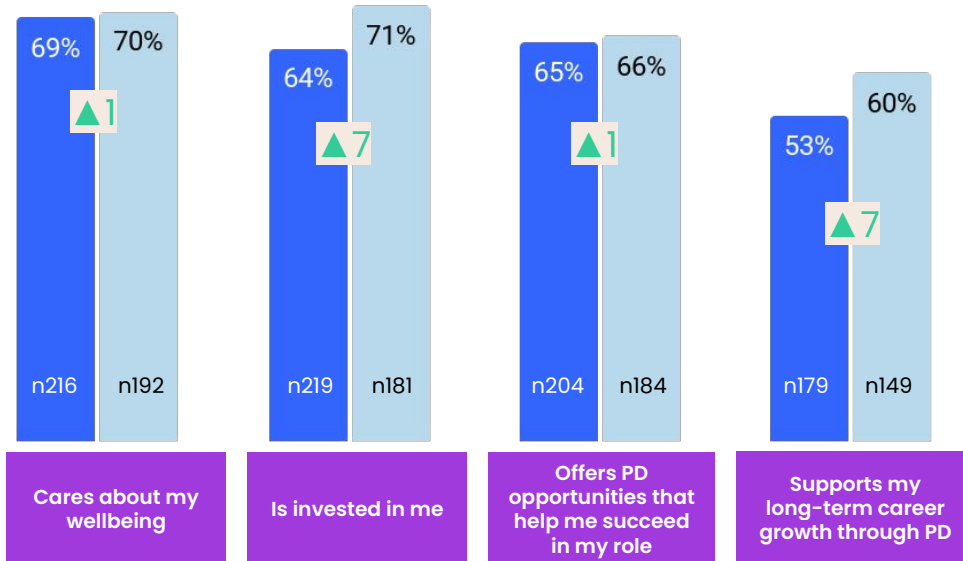
Perceptions and Gaps, Year over Year

Overarching sentiments of Field Professionals remain high, consistent with last year.

To what extent do you feel... (% To a Large/Very Large Extent)
Showing Field Professionals only

Last Year

This Year



As compared to last year, Field professionals have grown in intensity of feelings of being invested in and supported in their long-term career growth.

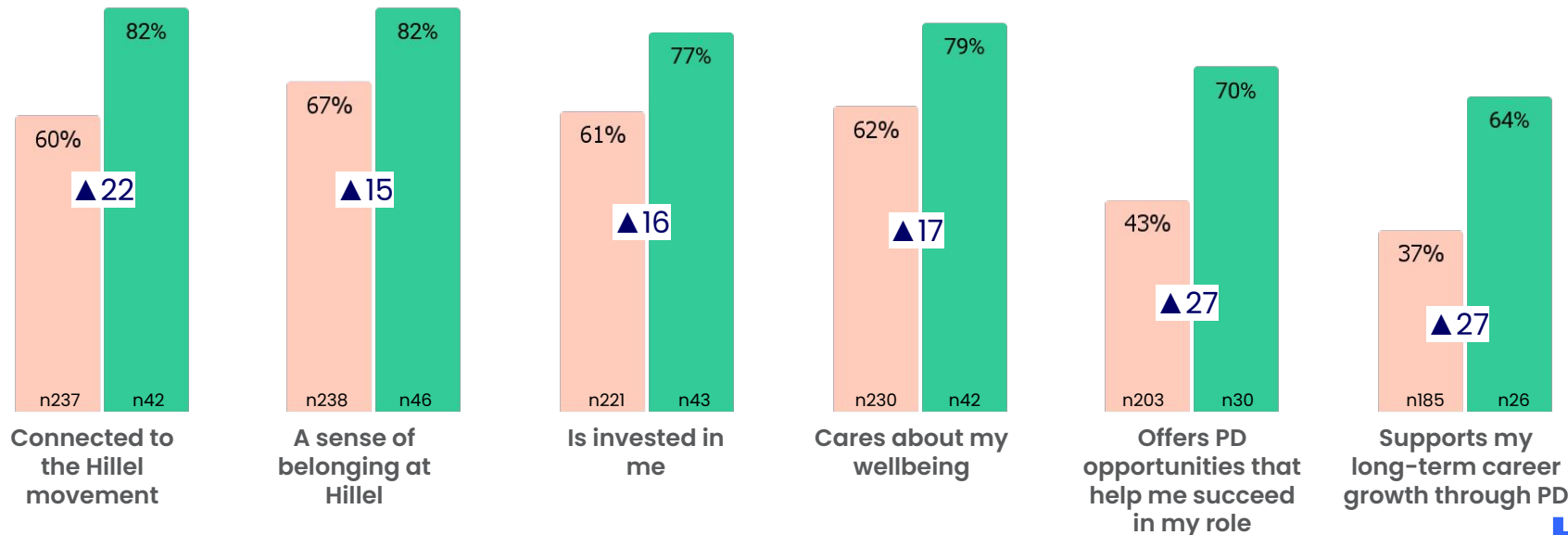
Impact of HillelU Participation on Overall Sentiments

Professionals who attended a HillelU training or other Hillel professional development opportunity felt significantly more positively towards the organization than those who did not.

To what extent do you feel... (% To a Large/Very Large Extent)

Pros that **attended** a HillelU training/other PD opportunity in the last year (n290)

Pros that **did not attend** a HillelU training/other PD opportunity in the last year (n70)



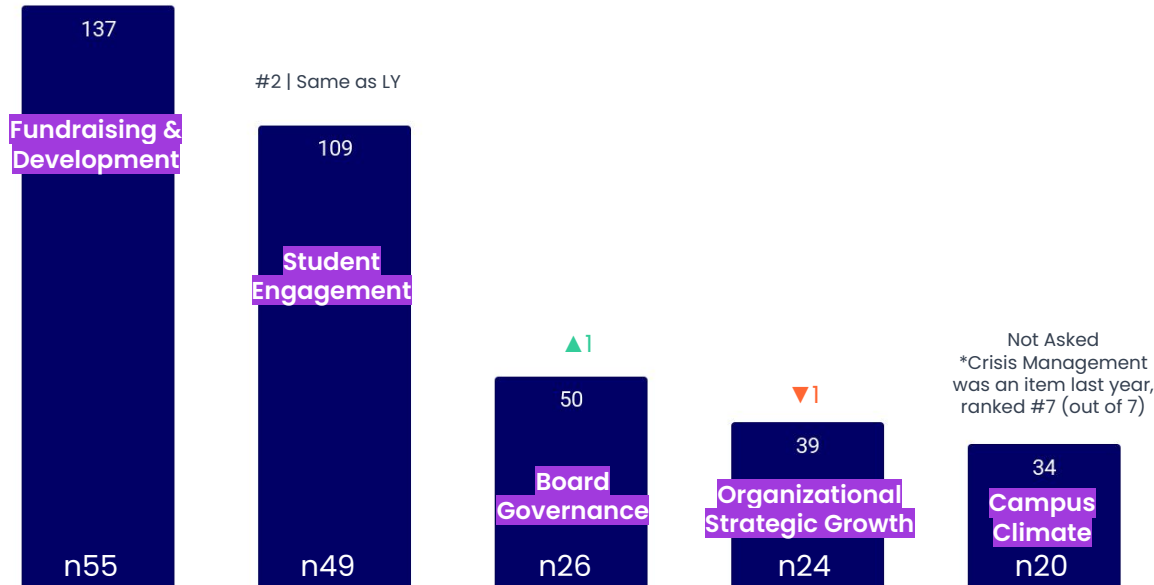
Top Areas of Focus for Next Year

Top ED priorities remain consistent year over year with only slight shifts in focus.

Please prioritize the top 3 areas that you plan to focus on to achieve your strategic outcomes next year.

Asked to EDs only

#1 | Same as LY

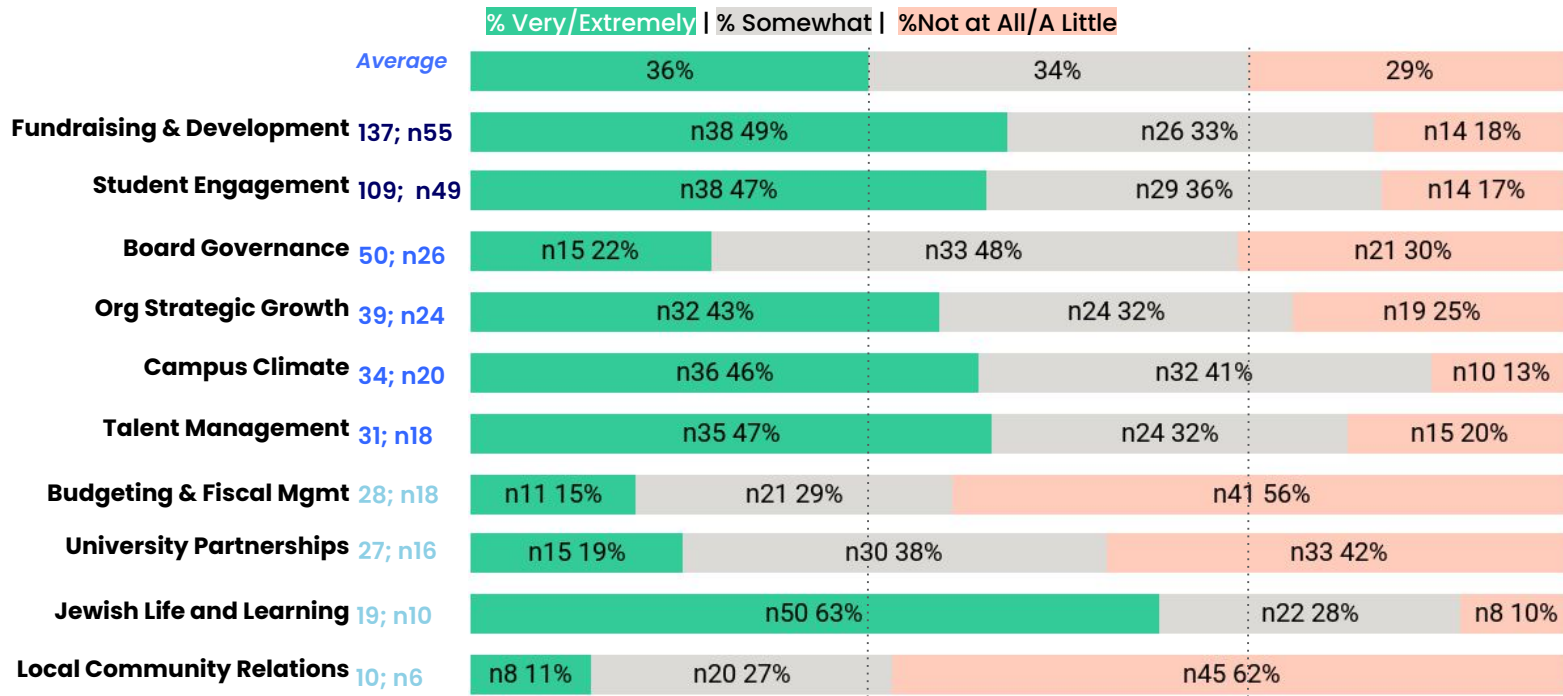


Not Asked
*Crisis Management
was an item last year,
ranked #7 (out of 7)

Scores are calculated and weighted by rank; with 1st choice = 3 points, 2nd choice = 2 points, and 3rd choice = 1 point. The score reflects the sum of all the weighted values.

Hillel Intl Support for Top Areas of Focus for EDs

Executive Directors see Hillel International as a meaningful partner in meeting their strategic goals.



How significant a role do you see Hillel International playing in your ability to deliver in the following strategic areas in the next year?

Asked to EDs

Preferred Formats for PD

Field Professionals report high-impact opportunities that offer cohort-learning and connection as the most effective format.

Which of the following formats would you find most effective for professional development? Please rank your top 5 preferences.

Change from L&P 2024 Order	Ranked Order	Format	Weight (See Note)
Not Asked	1	In-Person Cohort experiences with other professionals in roles similar to mine	651
▼1	2	In-person, 1 -2 day, learning intensives	492
▲1	3	Professional coaching	325
▼2	4	Grant assistance to participate in external learning or degree programs	288
▲1	5	Being matched with a Hillel mentor	277
Not Asked	6	Virtual Cohort experiences with other professionals in roles similar to mine	261
▼2	7	60-90 minute live virtual sessions (one-off)	231
Not Asked	8	Shadowing other Hillel professionals at different campuses	186
▼2	9	60-90 minute live virtual sessions (series)	175
Not Asked	10	WhatsApp community	158
Not Asked	11	Peer-to-peer learning circles or skillshares	157
▼4	12	Virtual learning sessions that lead to a badge or certification from HillelU	86
▼3	13	Print materials (workbooks and printed guides)	72
▼5	14	Asynchronous virtual content (videos to watch on your own time and schedule)	58

Methodology Change:

This Year: Rank your top 5 preferences

Last Year: Please rate your level of interest in the following professional development areas (High, Medium, Low)

Note: Scores are calculated and weighted by rank; 1st choice = 5 points, 2nd choice = 4 points, 3rd choice = 3 point, etc. The score reflects the sum of all the weighted values.

Critical Skills and Competencies, Field

Field Pros are seeking skills that offer organizational capacity and sustainability, reflecting a shift from the student-facing topics that dominated interest last year

Ranked Order, All Roles

YoY Change Last Year Ranked Order

1. Fundraising: Annual Campaign	256 n66	▲12	1. Student Leadership Development
2. Finances and Fiscal Management	214 n66	▲8	2. Student Engagement Strategies
3. Student Engagement Strategies	211 n74	▼1	3. Jewish Education
4. Leadership Development	204 n61	Not asked	4. Israel Education
5. Fundraising: Capital Campaigns and Endowments	204 n55	▲10	5. Supervision and Management
6. Supervision and Management	202 n65	No change	6. Mental Health and Wellness
7. Student Leadership Development	200 n74	▼6	7. Human Centered Design/Design Thinking
8. Governance and Board Relations	179 n58	▲5	8. Campus Climate
9. Marketing and Communications	134 n49	Not asked	9. Diversity, Equity, Inclusion, and Justice
10. Navigating University Partnerships & Campus Climate	131 n42	▼2	10. Finances and Fiscal Management

Methodology Change:

This Year: Which skills and competencies do you believe are critical for you to build over the next 12-18 months? Rank up to 5

Last Year: Please rate your level of interest in the following professional development areas.

By shifting how we asked the question this year, from “rate your level of interest” to “rank the skills most critical for you to build” we gain insight to role-specific priorities. The ordered list from last year suggests priorities that a Hillels broader team would want to possess.

Note: Scores are calculated and weighted by rank; 1st choice = 5 points, 2nd choice = 4 points, 3rd choice = 3 point, etc. The score reflects the sum of all the weighted values.

Critical Skills and Competencies, SIC

SIC Professionals identify clear priorities for growth, prioritizing skills that strengthen organizational effectiveness, management, and collaboration.

Ranked Order, All Roles

1. Strategic Thinking & Planning	232 n70
2. Project Management	201 n59
3. Data Analysis & Impact Measurement	154 n48
4. Supervision & Management	127 n37
5. Collaboration & Cross-Team Communication	122 n46
6. Coaching & Mentoring Skills	108 n37
7. Change Management	96 n31
8. Time Management and Prioritization	85 n27
9. Digital Tools (Canva, AI tools, etc)	72 n26
10. Public Speaking & Facilitation	66 n21

Early-Career

1. Project Management
2. Strategic Thinking & Planning
3. Data Analysis & Impact Measurement
4. Time Management & Prioritization
5. Collaboration & Cross-Team Communication

Mid-Level

1. Strategic Thinking & Planning
2. Project Management
3. Data Analysis & Impact Measurement
4. Coaching & Mentoring Skills
5. Supervision & Management

Senior Level

1. Crisis response & incident management
2. Change Management
3. Collaboration & Cross-Team Communication
4. Project Management
5. Supervision & Management

SIC professionals recognize that **planning**, **managing** and **measuring** are all necessary components of vision execution as well as personal growth and success.

Career-level differences illuminate distinct priorities:

- Early-career roles are focused on foundational capacities
- Mid-level roles are focused on developing leadership
- Senior-level roles are focused on leadership in crisis, and at an organizational-level.

Note: Scores are calculated and weighted by rank; 1st choice = 5 points, 2nd choice = 4 points, 3rd choice = 3 point, etc. The score reflects the sum of all the weighted values.

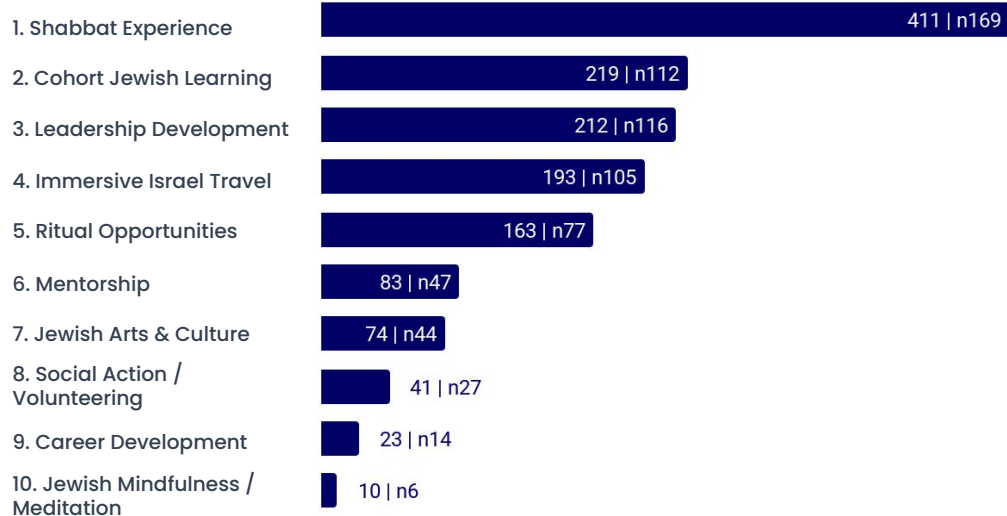
Key Areas for Student Programming

Ritual experiences, Jewish learning and leadership development are core strategies for student programming. They are also the elements professionals see as core Jewish experiences.

*In which areas does your Hillel plan on delivering student programming next year? **Select all that apply.***

Shabbat and Holiday	98%	n245
Jewish Education	97%	n241
Israel Education	96%	n238
Leadership Development	90%	n223
Cohort Learning	89%	n222
Social or Community Building	86%	n215
Bridge Building (including dialogue, interfaith, intercultural etc.)	80%	n200
Immersive Israel Travel	80%	n198
Arts & Culture	72%	n179
Antisemitism Education	69%	n171
Mental Health & Wellness	68%	n170
Career Development & Support	54%	n135
Civic Engagement	45%	n113
Environmental Sustainability	34%	n84
Alternative Spring Break	31%	n76

*What do you believe are core Jewish experiences that should be available for every student through Hillel? **Rank the top 3.***



Note: Scores are calculated and weighted by rank; 1st choice = 3 points, 2nd choice = 2 points, 3rd choice = 1 point.. The score reflects the sum of all the weighted values.

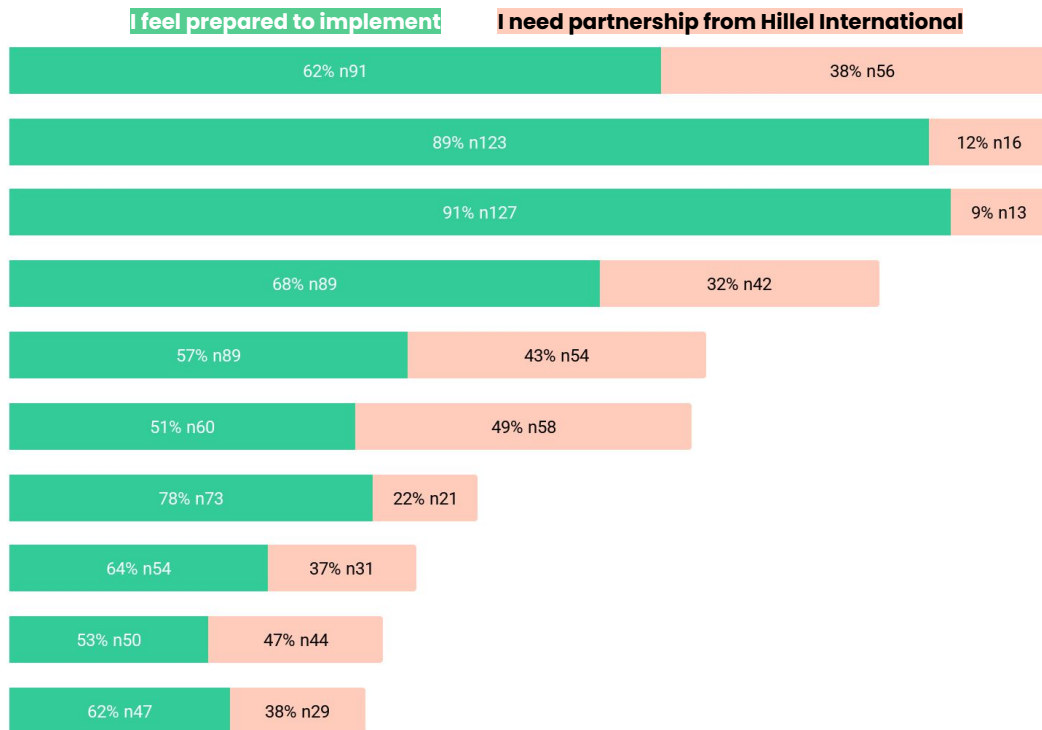
Key Student Engagement Drivers

Creating welcoming, meaningful Jewish experiences and joyful moments drive engagement strategies.

Which of the following will be key strategic drivers of your Hillel's student engagement strategy for the upcoming academic year? Select and rank.
Shown to EDs, ADs, Student-Facing Staff

1. Reaching new students	1,307 n149
2. Hosting meaningful Jewish experiences	1,289 n141
3. Creating joyful Jewish moments	1,287 n141
4. Building new pipelines of student leaders	1,079 n132
5. Cohort-based learning	864 n127
6. Skill building for student leaders	846 n120
7. Building micro-communities	581 n95
8. Creating opportunities for bridge-building within the Jewish community	504 n86
9. Creating opportunities for bridge-building with other campus communities	464 n95
10. Facilitating challenging conversations	442 n78

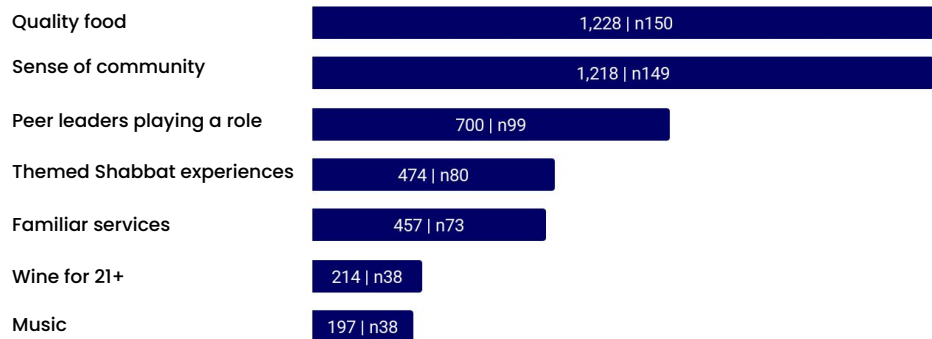
Which of these priorities do you feel prepared to implement and which do you want partnership from Hillel International? *Shown only for items ranked above.*



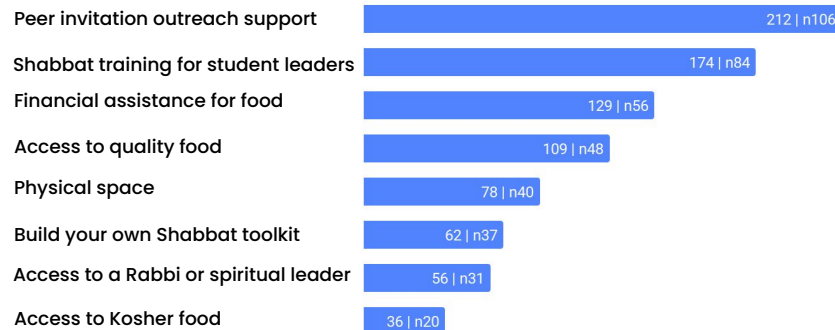
Shabbat: Impact Factors & Growth Areas

Field Professionals report quality food and friends/community as key drivers for meaningful and impactful Shabbat experiences.

Rank the following **factors that you believe have the greatest impact** on your student's shabbat experience with your Hillel.



Rank the elements that would be **most important to enhance Shabbat experience** on your campus? Select and rank up to three.

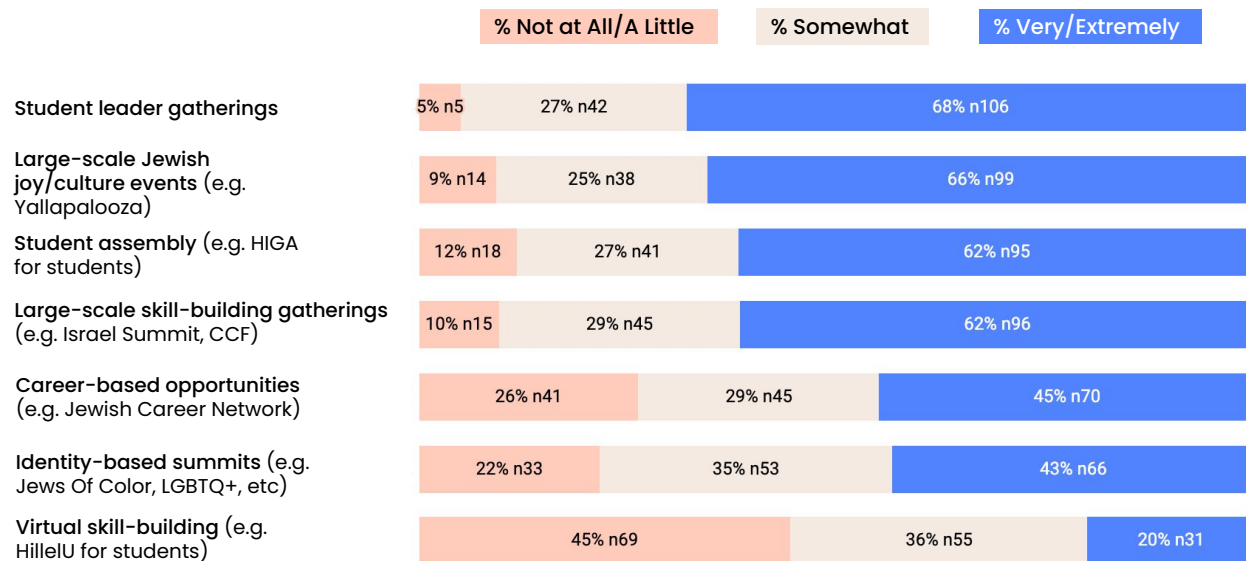


Field Professionals want to empower students to shape and lead, They are also seeking support with accessing and providing quality food.

Student Experiences through Hillel International

Professionals want Hillel International to focus on cross-campus experiences that invest in student leaders and generate Jewish joy.

To what extent should Hillel International focus on providing scalable experiences directly to students in the following areas?



Student Leadership Training Areas

Student ownership in shaping and creating experiences is central to leadership. It's also the area Hillels feel least confident in.

Rank the top 3 training areas for your student leaders that you believe will most contribute to their continued leadership development?

1. Event planning and execution 168 | n80

2. Vision-setting and strategic thinking 157 | n80

3. Motivating and mentoring peers 124 | n58

4. Conflict resolution and difficult conversations 97 | n52

5. Leading by Jewish values 97 | n51

6. Creating inclusive, safe spaces 83 | n35

7. Team management and delegation 63 | n37

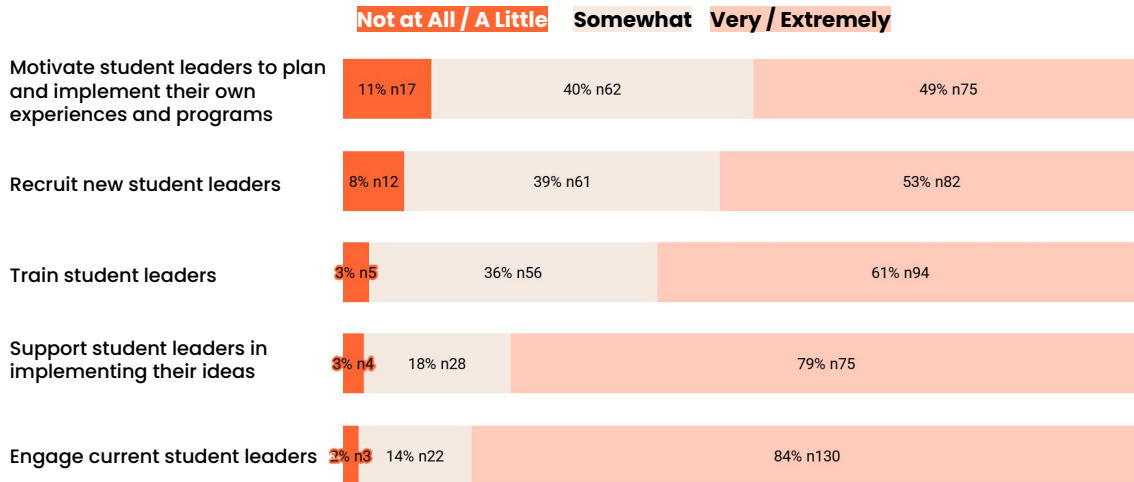
8. Understanding Jewish leadership & orgs 47 | n23

9. Israel advocacy tools 27 | n13

10. Israel educational tools 22 | n12

Note: Scores are calculated and weighted by rank; the score reflects the sum of all the weighted values.

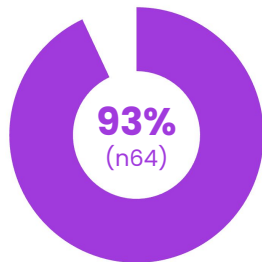
Thinking about student leadership on your campus, to what extent do you feel confident in your Hillel's ability to...



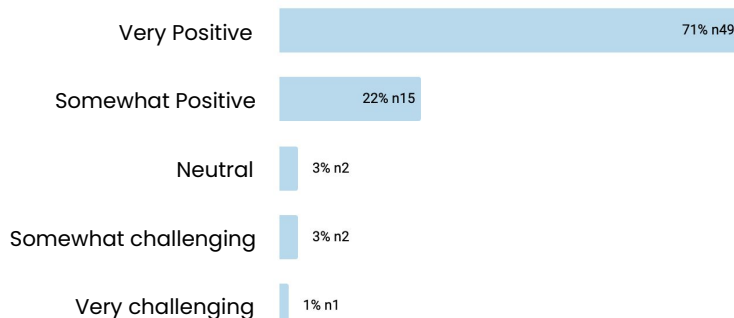
Partnership with Campus Administration

EDs overwhelmingly report positive campus administration relationships.

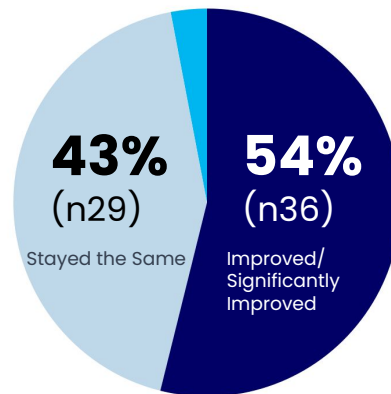
Which best describes your relationship with your campus Administration overall? Shown to EDs only.



Of EDs describe their overall relationship with campus administration as **somewhat or very positive** (n64).



How, if at all, has your relationship with your Administration changed in the past year overall? Shown to EDs only.

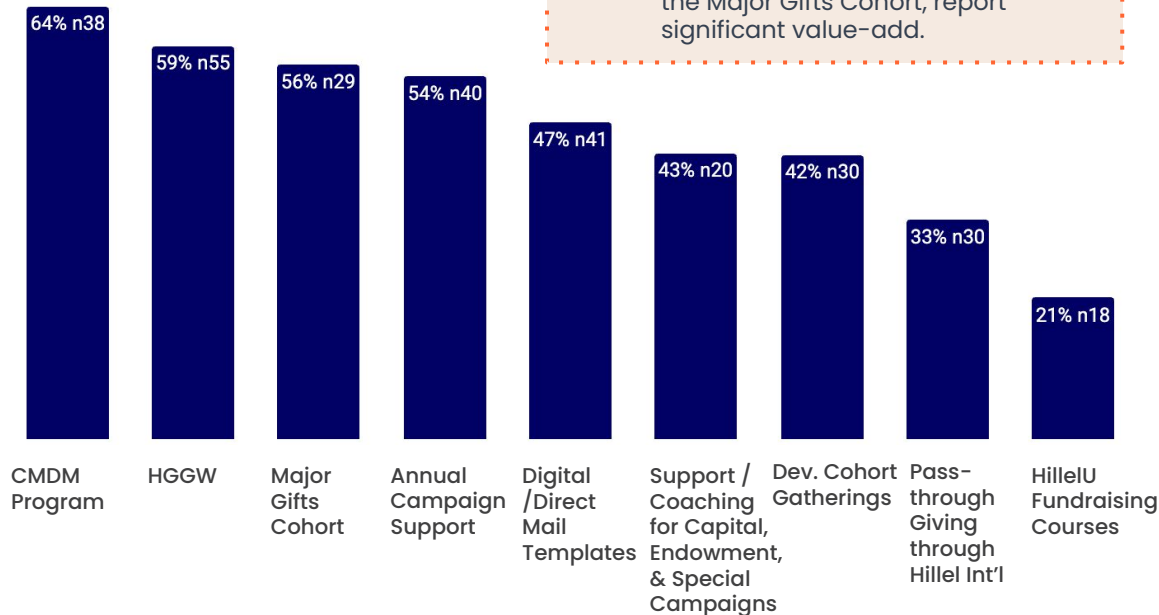


More than half of EDs report their relationship with administration **improved or significantly improved** in the past year overall (n36) compared to just only 3% who saw a decline (n2).

Fundraising Drivers & Board Governance

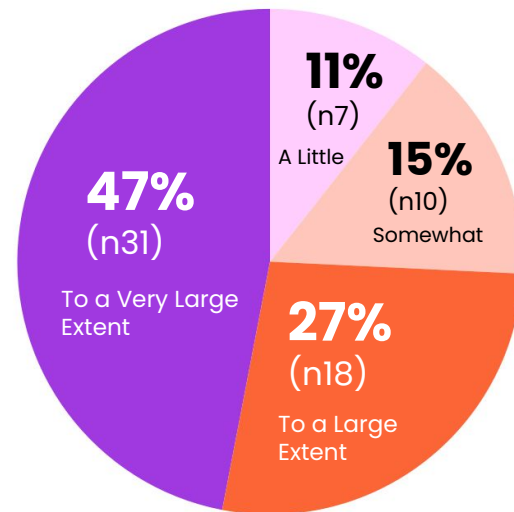
Global Giving Week, and cohort programs that offer significant partnership are the most important elements for overall success. Nearly 75% of EDs report a positive relationship with their board chair.

How important are the following to your Hillel's overall fundraising success? Shown to EDs only



- Global Giving Week is critical for Hillels of all kinds.
- Hillels with a CMDM, or involved in the Major Gifts Cohort, report significant value-add.

To what extent do you have a collaborative partnership with your board chair?



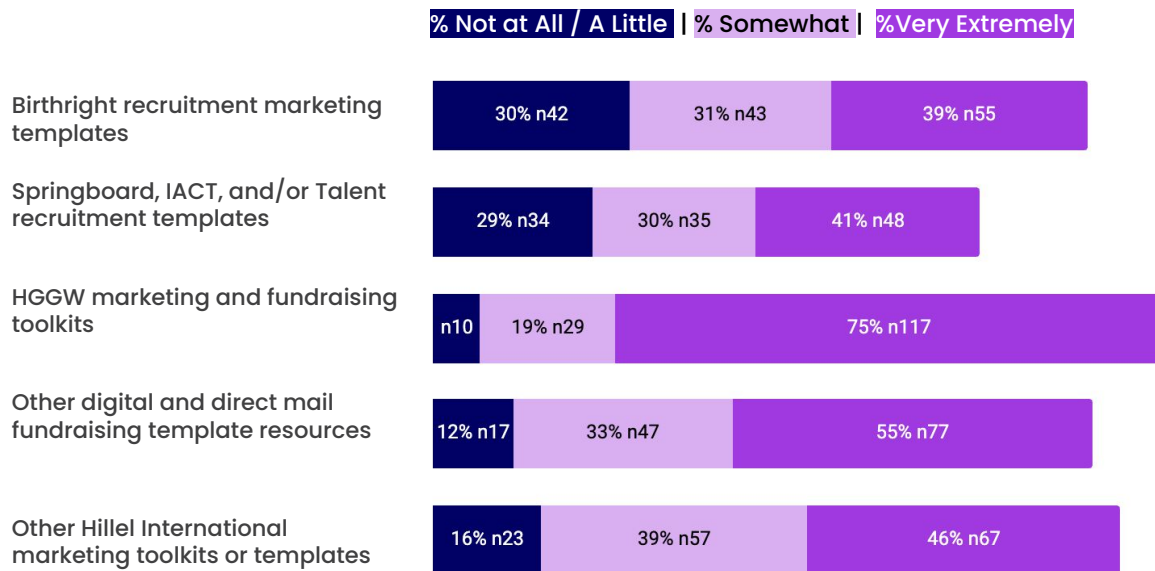
Marketing

Hillel Global Giving Week toolkits are the most accessed marketing resource and the most helpful.

58%
(n142)

of **Field Pros** are **Very** or **Extremely** satisfied with the services and supports available to through Marketing

How helpful were the following marketing items provided by Hillel International?



Board & Lay Leadership Support

EDs note one-on-one consultations as the most effective way Hillel International can support their board chair's development.

What do you believe is the most effective way Hillel International can support your board chair's development? Shown to EDs only

1. One on one consultations	227 n43
2. HIGA Stakeholders Track	184 n37
3. Monthly Board Chair Calls	174 n39
4. Resources	151 n36
5. Newsletters	88 n26

Rank which training areas are most critical for your lay leadership.

